

CONTENT DISPLAY MONITOR

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ABSTRACT

5 The invention can enable monitoring of the display of
content by a computer system. Moreover, the invention can
enable monitoring of the displayed content to produce
monitoring information from which conclusions may be deduced
regarding the observation of the displayed content by an
observer. The invention can also enable monitoring of the
10 display at a content display site of content that is provided
by a content provider site over a network to the content
display site. Additionally, the invention can enable the
expeditious provision of updated and/or tailored content over
a network from a content provider site to a content display
15 site so that the content provider's current and appropriately
tailored content is always displayed at the content display
site. Aspects of the invention related to transfer of content
over a network are generally applicable to any type of network.
However, it is contemplated that the invention can be
20 particularly useful with a computer network, including private
computer networks (e.g., America Online™) and public computer
networks (e.g., the Internet). In particular, the invention
can be advantageously used with computer networks or portions
of computer networks over which video and/or audio content are
25 transferred from one network site to another network site for
observation, such as the World Wide Web portion of the
Internet.